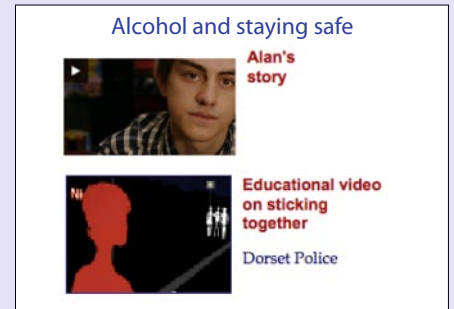


What a summer to remember weather wise, but where did the holidays go? We hope you all had a good break and have returned refreshed. Hundreds of you will have received your new allocation of 'Alcohol and You' booklets for older teenagers and enough 'Talking to Kids About Alcohol' booklets for one year group to send home to parents this week.



If you haven't ordered your allocation yet, then please email kate@alcoholeducationtrust.org

If you have new colleagues who will be teaching alcohol education to their tutor groups, then you can order them a copy of our highly evaluated teacher workbook by emailing kate@alcoholeducationtrust.org or you can download a copy online [here](#) – it does take a minute or two as it's 100 pages or so! Don't forget there are lots of film clips online that are not included in the workbook that are great conversation starters for each topic. View some examples on the right.



Our Dryvember Christmas PREtox challenge



Knowing that December is full of boozy Christmas parties, late nights and celebrations, why not give your body a good 'pretox' and take a break from the booze this November to prepare yourself for the festive season?!

By taking on the challenge you're sure to look your best and slip into that cocktail dress a little easier, or tighten a notch on your belt while saving a few quid. You'll then be on top form for the festive season – the challenge will help you save up for it too!

You can try a week during Alcohol Awareness Week (17th - 23rd November) - maybe get all the staff at school involved, a half marathon of 13 days or the full monty of 26 days! We've allowed you a couple of days to fall off the wagon if it helps so you don't miss out on special occasions.

The money you donate will help The Alcohol Education Trust make a real difference in schools across Britain – we train teachers, reach out to parents and support pupils aged 11- 18 with the Talk About Alcohol programme.

We are hoping to raise £26,000 with this campaign to employ a new regional coordinator and to support 25,000 pupils in 100 schools - so please have a go! We will send you details at the end of September of how to sign up - but start talking about it now!

Your role in improving our kids' self esteem and life skills

A report from the Children's Society reveals that children in England ranked ninth out of 11 countries surveyed for subjective well-being, ahead of only South Korea and Uganda.

PSHE is one of the few subjects where we can really build our children's self esteem, resilience and life skills from the earliest of ages. The talkaboutalcohol programme is careful to incorporate the 10 principles of effective PSHE which include ensuring approaches are positive and are bottom up rather than 'top down'.

The report found that around 13% of 10 to 13 year-olds are unhappy with the way they look, with girls faring much worse (18%) than boys (9%).

Children who are regularly active have higher well-being compared to children who are not. Interestingly though, children who use computers and the internet regularly have higher well-being than children who do not. Children who felt poorer were twice as likely to say they were unhappy and almost three times more likely to say they had low life satisfaction. goodchildhood.childrensociety.org.uk



Get inspired

The Alcohol Education Trust are delighted to be supporting the Healthy Schools Partnership covering Hammersmith and Fulham, Kensington and Chelsea and Westminster. The Partnership's Directory of Services offers schools an extraordinary selection of PSHE delivery partners and programmes across all PSHE subjects, saving PSHE coordinators hours of planning time by sharing best practice and programmes that schools find useful and suitable to their needs.

We are also very proud to be linking up with the charity Treylla based in Cornwall. Areas of Cornwall have some of the lowest incomes in the country and Treylla are doing

amazing work in improving young people's outcomes. One of their projects involves a series of short films fLash. The films are being screened on the outside of school walls as kids arrive and text messaging is being used to engage hard to reach kids. The aim is to make the programme available to all schools across Cornwall. Please email helena@alcoholeducationtrust.org if you would like to be involved.



www.youtube.com/channel/UC0hmejriR4aZ8Zhvd1nRPHw

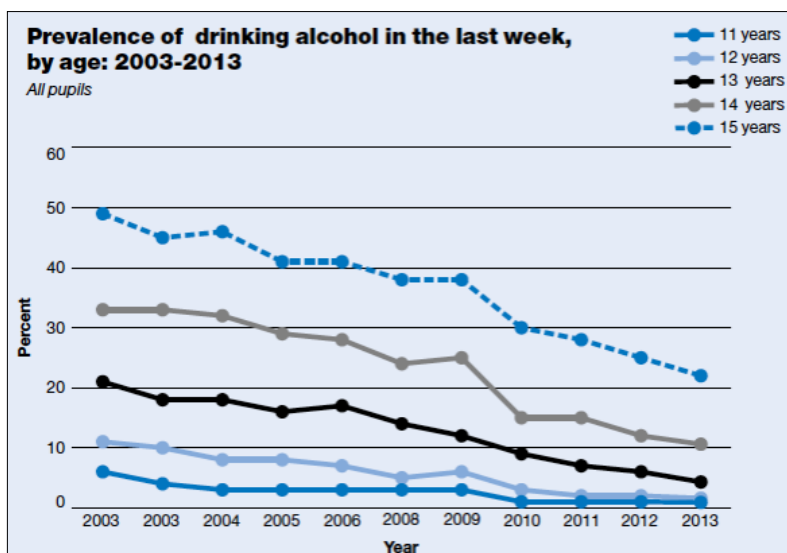
More good news around pupils' drinking behaviour

There is more encouraging news about the decline of drinking among school children - but parents think things are as bad as ever.

Parents and health practitioners rejoiced in August as school-age consumption of alcohol and drugs fell to its lowest for a decade. The statistics, published by the government's Health and Social Care Information Centre, showed that the number of 11-to-15-year-olds who drink regularly had dropped from 25% in 2003 to 9% in 2013. Drug use was also down, with 16% admitting to ever taking drugs, down from 26% in 2001.

This is where we need your help, as more than nine out of 10 (96%) parents in England are unaware of the decline in alcohol consumption among 11-15 year-olds in the past 10 years, according to a poll, carried out by YouGov. The poll cited the figures from the Health & Social Care Information Centre (HSCIC), showing that the proportion of 11-15 year olds having ever tried alcohol has fallen by 34% since 2004, and the number who think it is 'okay' to drink alcohol once a week has dropped by 33%.

In the YouGov poll of more than 1,000 parents, 96% of them were unaware of the decline, with many thinking the problem is getting worse and that drinking is an inevitable part of being a teenager. 75% of supply is from family or friends, so the more we can make parents aware that this is not the norm, the more successful we will be.





Invite us to your school

Please email kate@alcoholeducationtrust.org if you would like us to host an informal talkaboutalcohol session for parents in your school. The relaxed informative sessions can form part of a meet the tutor evening, GSCE option evening or be combined with esafety or a drugs presentation, for example.

Please ring the office on 01300 320869 if you'd like to know more.

AET resources comprise of www.alcoholeducationtrust.org and www.talkaboutalcohol.com, a Teacher Workbook, booklets 'Alcohol and You' for 15yrs+ and 'Talking to Your Kids About Alcohol' parent and carer guide. We offer teacher CPD workshops and parent information talks.

For further information on any of the above please contact

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